MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DBS5644 – FUNDAMENTALS OF MARKETING

(All sections/Groups)

03 JULY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 6 pages with 2 sections.

2. Attempt **ALL** questions in Section A and **ALL** questions in Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (40 Marks)

1. _____ is the systematic collection and analysis of publicly available information about consumers, competitors, and developments in the marketing environment.
   A. SWOT analysis
   B. Data warehousing
   C. Ethnographic research
   D. Competitive marketing intelligence

2. Which of the following is the first step in the marketing research process?
   A. Developing the research plan.
   B. Implementing the research plan.
   C. Developing a marketing information system.
   D. Defining the problem and objectives of the study.

3. Information collected from Internet search engines is an example of _____ data.
   A. primary
   B. secondary
   C. outsourcing
   D. moderate level

4. In the new product development process, idea-reducing occurs during _____.
   A. idea screening
   B. crowdsourcing
   C. idea generation
   D. concept development

5. JoAnn Fabrics Inc. has created a new combination of colours and fabric types. The firm wants to know how consumers will perceive the new products. The firm is concerned with the product's _____.
   A. idea
   B. image
   C. activation
   D. displacement

6. Which of the following price adjustment strategies involves reducing prices to reward customer responses such as volume purchases, paying early, or participating in sales support programs?
   A. Dynamic pricing.
   B. Product line pricing.
   C. Captive product pricing.
   D. Discount and allowance pricing.

Continued ...

7. What type of pricing strategy is being used when a company temporarily prices its product below the list price or even below cost to create buying excitement and urgency?
   A. Reference pricing.
   B. Promotional pricing.
   C. International pricing.
   D. Basing-point pricing.

8. In which of the following geographic pricing strategies would customers located close to the company pay the same amount as customers in distant locations?
   A. Zone pricing.
   B. FOB-origin pricing.
   C. Location-based pricing.
   D. Uniform-delivered pricing.

9. _____ occurs when a seller states price savings that are **NOT** actually available to consumers.
   A. Deceptive pricing
   B. Comparative pricing
   C. International pricing
   D. Difference skimming

10. A (n) _____ consists of one or more independent producers, wholesalers, and retailers, each seeking to maximise its own profits, sometimes even at the expense of the system.
    A. resource bank
    B. intrinsic market matrix
    C. multi-tiered supply chain
    D. conventional distribution system

11. A _____ marketing system consists of producers, wholesalers, and retailers acting as a unified system.
    A. vertical
    B. horizontal
    C. communal
    D. multi-tiered

12. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____, which includes broadcast, mobile, print, and online forms.
    A. advertising
    B. sales promotion
    C. personal selling
    D. direct and digital marketing

Continued ...

13. Today's consumers do not need to rely on marketer-supplied information about products and services because they can use _____ to seek out a wealth of information.
    A. the Internet
    B. push strategies
    C. personal selling
    D. public relations

14. Which budgeting method entails in defining specific promotion goals, determining the necessary tasks, and estimating the costs to determine a promotion budget?
    A. Affordable method.
    B. Objective-and-task method.
    C. Competitive-parity method.
    D. Percentage-of-sales method.

15. The decisions about impact and engagement of an advertisement fall into the category of _____ decisions.
    A. media
    B. budget
    C. message
    D. sales objectives

16. Which message execution style depicts average people using a product in an everyday setting?
    A. Lifestyle.
    B. Slice of life.
    C. Scientific evidence.
    D. Personality symbol.

17. Which of the following is a **FALSE** goal of marketing training?
    A. Buying process.
    B. Customer knowledge.
    C. Knowledge of product.
    D. Knowledge of company.

18. As a marketing manager at Dutch Lady Sdn.Bhd, what kind of sales promotion tool can be developed to motivate your salespeople or dealers to increase performance over a given period?
    A. Premium.
    B. Price pack.
    C. Sales contest.
    D. Convention and trade show.

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19. Most companies are started by individuals who live by their wits. They visualise an opportunity, take risks, construct, and implement flexible strategies. Which of the following stages in marketing strategy is being illustrated here?
    A. Affinity marketing.
    B. Ambush marketing.
    C. Formulated marketing.
    D. Entrepreneurial marketing.

20. The _____ concept is specifically focused on future company needs.
    A. strategic planning
    B. societal marketing
    C. consumer business
    D. business marketing

(Total: 20 marks)

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SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) Profits increase during the growth stage as promotion costs are spread over a large volume and as unit manufacturing costs decrease. The firm uses several strategies to sustain rapid market growth if possible. List the **FIVE (5)** strategies that a firm can use in the growth stage. (5 Marks)

(b) When a firm considers initiating a price change, it must consider customers' and competitors' reactions. There are different implications to initiating price cuts and initiating price increases. List any **TWO (2)** reasons why organizations increase price? (2 Marks)

(c) List any **THREE (3)** actions organisations can take to respond to price changes. (3 Marks)

(d) Explain any **FIVE (5)** product mix pricing strategies. (10 marks)

(Total: 20 marks)

QUESTION 2

(a) Define Disintermediation. (2 Marks)

(b) List **THREE (3)** types of distribution strategies that used by producers. (3 Marks)

(c) Identify the **FIVE (5)** steps in developing effective marketing communication. (10 Marks)

(d) List and provide example for any **FIVE (5)** main objectives of informative advertising. (10 marks)

(Total: 25 marks)

Continued ...

QUESTION 3

(a) Briefly explain a reason why a company needs to compensate their salespeople. Provide an example of a compensation plan. (2 Marks)

(b) State **THREE (3)** types of strategy in designing sales force structure. (3 Marks)

(c) State and briefly discuss any **FIVE (5)** main functions of public relations. (10 marks)

(Total: 15 marks)

QUESTION 4

(a) Define competitive advantage. (4 Marks)

(b) Illustrate **THREE (3)** complete steps of analysing competitors. (6 Marks)

(c) State any **FIVE (5)** social criticisms of marketing with example which impact on individual consumers. (10 Marks)

(Total: 20 marks)

End of Paper